

Fashion Calendar 1948

7-26-48
FILE

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 23, 1948</u>			
Just Issued	SPRING WOOLEN COLOR CARD FOR 1949 A group of six subtle off-shades called Metal Tones are a feature of the Confidential Advance Woolen Collection for Spring 1949. Just issued by the Textile Color Card Association to its members. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.	TEXTILE COLOR CARD ASSN. OF THE U. S.	200 MADISON AVENUE
Friday July 23 8:00 A.M. Breakfast	PRESS SHOWING OF SCARFS AND NECKWEAR The National Women's Scarf and Neckwear Assn. will present a collection of scarfs and neckwear to the press. By invitation only. Publicity: Josephine Nevins, Ray Austrian and Associates, MU. 5-7511.	NAT'L WOMEN'S SCARF AND NECKWEAR ASSN.	LONGCHAMPS B'WAY & 41ST STREET
Friday July 23 12:00 Noon Luncheon	FALL COLLECTION FOR OUT-OF-TOWN PRESS Adler and Adler will present a special collection of their Fall dresses, spectator costume suits, coats and ensembles to the visiting press at a luncheon. By invitation only. Publicity: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM
Friday July 23 3:00 P.M.	FALL SHOWING FOR OUT-OF-TOWN PRESS Monte Sano and Pruzan will present their Fall collection of coats and suits to the out-of-town press. Attendance by invitation only. Contact: Vincent Monte Sano, Jr., BR. 9-8663.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Friday July 23 3:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Kay Dunhill will present a collection of dresses and blouses for Fall during open house for the press. Officials of the firm will give individualized showings for each editor, in air-conditioned showroom. Publicity: Mrs. Tere G. Rogel, Max Rogel & Associates, 60 Park Place, Newark, N. J. Phone: Market 2-3788.	KAY DUNHILL	1350 BROADWAY SHOWROOM
Friday July 23 4:00 P.M.	PRESS SHOWING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes to the visiting press. Attendance by invitation. Publicity: Nona James VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SALON
Cancelled July 23	DORINE LIEBERT'S PRESS SHOWING OF HOSTESS GOWNS, ORIGINALLY SCHEDULED FOR FRIDAY, JULY 23, AT 4:30 P.M., HAS BEEN CANCELLED.		
Saturday July 24 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS Andre d'Aulan will present his Fall collection of afternoon, cocktail, dinner and evening fashions to the out-of-town press. A "first cup of coffee" will be served. By invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 24 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Fall millinery by Sally Victor will be presented at her regular semi-annual millinery fashion show and breakfast for the out-of-town press. Attendance by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday July 24 11:00 A.M.	SHOWING OF FASHIONS FOR VISITING PRESS Showing of Philip Mangone's Fall collection to out-of-town fashion editors, followed by luncheon. Attendance strictly by invitation. Publicity: Laura Benham, PL. 5-3000.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Saturday July 24 2:00 P.M.	MILLINERY SHOW FOR OUT-OF-TOWN PRESS Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the out-of-town and local fashion editors. Attendance by invitation only. Contact: Mrs. Von Ripper, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Saturday July 24 3:15 P.M.	HANDBAG SHOWING FOR VISITING PRESS Presentation of Koret's Fall collection of handbags to the out-of-town fashion press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	KORET	33 EAST 33RD STREET SHOWROOM
Saturday July 24 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF FILM FOR VISITING PRESS March of Time and Life Magazine will present March of Time's latest release, "White Collar Girls," a film on careers for women, emphasizing fashion work in stores. The film will feature graduates of the Tobe-Coburn School for Fashion Careers. National release date for the film will be early August. Screening promptly at 4:30 P.M. Publicity: Marjorie Harker, March of Time, 369 Lexington Ave., CI. 5-4400.	MARCH OF TIME; LIFE MAGAZINE	TIME & LIFE CENTER 9 ROCKEFELLER PLAZA

WEEK BEGINNING MONDAY, JULY 26, 1948

Monday July 26- July 30	FALL OPENINGS OF LONDON STYLISTS The following London designers will show at this time: Hardy Amies, Charles Creed, Angele Delanghe, Norman Hartnell, Matali, Molyneux, Digby Morton, Bianca Mosca, Peter Russell, Victor Stiebel of Jacqmar and Worth.	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND
Monday July 26 8:30 A.M. Breakfast	PRESS SHOWING OF FALL DRESSES Preview of Terry Rogers Originals by Gross-Sydney for the out-of-town press. By invitation only. Publicity: Ann R. Silver Assoc., MU. 7-8654.	GROSS-SYDNEY	498 SEVENTH AVENUE 17TH FLOOR
Monday July 26 10:00 A.M.	FASHION PRESENTATION FOR VISITING PRESS Molly, of Levy and Blum, will show her collection of Fall and Winter coats and suits to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY	HOTEL PIERRE FOYER OF BALLROOM
Monday July 26 11:00 A.M.	FUR PREVIEW FOR OUT-OF-TOWN EDITORS Esther Dorothy will present her Fall fur collection to the visiting fashion press. By invitation only. Publ.: Eleanor Lamber, PL. 5-8580.	ESTHER DOROTHY	HOTEL PIERRE FOYER OF BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 26 12:00 Noon Luncheon	PRESS SHOWING: TRAVEL DRESSES AND LUGGAGE Kessler Luggage and Lord's Sportswear present "The Colorful Traveler" to the out-of-town and local editors. Featured will be the new matched Kessler luggage in Grand Canyon contrast colors and casual fashions by Lord's Sportswear. Door prizes: a Bermuda weekend at the Belmont Manor Hotel; a Lord's Sportswear dress; Kessler matched luggage. Favors: Atomette purse size perfume dispensers. Commentator: Eloise McElhone. By invitation only. Publicity: Sylvia Leonard, Gussow-Kahn & Co., MU. 9-0450. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	KESSLER LUGGAGE; LORD'S SPORTSWEAR	HOTEL PIERRE COTILLION ROOM
Monday July 26 2:00 P.M.	READY-TO-WEAR SHOWING FOR VISITING EDITORS Fira Benenson, the custom-order designer, will show her first ready-to-wear collection of Fall fashions to the out of town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Monday July 26 3:00 P.M.	FASHION PREVIEW FOR OUT-OF-TOWN PRESS Fall collection of scarfs, accessories and fabrics by Brooke Cadwallader will be presented to the visiting fashion editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Monday July 26 4:00 P.M.	NEW FABRIC PREVIEW FOR VISITING PRESS Dobeckmun will introduce the new Lurex metallic fabrics to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DOBECKMUN	HOTEL PIERRE SUITE 1, 2, 3, 4
Monday July 26- August 6	RIBBONS AND TRIMMINGS ON EXHIBITION Exhibit of trimmings from the age of elegance, jet beaded laces, passementeries, hand-made frogs, applique pieces, and a variety of ribbons, all from the Traphagen School Museum Collection. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

NEW YORK COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 26	JAMES McCREERY & CO. Publicity: Alice Hutton, WI. 7-7000.	4TH FLOOR
Tuesday July 27 3:00 P.M.	RUSSEKS FIFTH AVENUE Fashions for college will be shown. Open to public. Publicity: Helen Moran, WI. 7-1900.	7TH FL. SPORTS SHOP
Tuesday July 27	BONWIT TELLER There will be no specific floor for a college shop. Instead "liaison officers" on the first floor will direct people to the right department, where specially selected salespeople on each floor will handle individual problems. Publicity: Carolyn Haight, EL. 5-6800.	721 FIFTH AVENUE
Wednesday July 28 3:00 P.M.	ARNOLD CONSTABLE College fashions will be shown. Open to public. Publicity: Miss Lou Hutchison, CA. 5-2300.	3RD FL. COLLEGE SHOP

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS (Continued)</u>			
Monday August 2	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.		5TH FLOOR
Monday August 2	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900.		3RD FLOOR
Tuesday August 3 9:30 A.M. Breakfast	SAKS FIFTH AVENUE Press preview of college fashions by Saks Fifth Avenue will be presented at Beekman Tower, 3 Mitchell Place (at 49th Street). Attendance by invitation only. The Saks Fifth Avenue College Shop will open on Monday, August 9 (see announcement). Publicity: Helen Kauper, PL. 3-4000.		BEEKMAN TOWER
Thursday August 5 3:30 P.M.	ABRAHAM & STRAUS (BROOKLYN) A fashion show will be held in The Special Events Center, 8th floor, coincident with the opening of the college shop on the 3rd floor. Open to public. Publicity: Frances Bemis, TR. 5-7200.		8TH FLOOR
Friday August 6	DE PINNA Publicity: Dorothy Coburn, VO. 5-4800.		4TH FLOOR
Monday August 9	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.		3RD FLOOR
Monday August 9	SAKS FIFTH AVENUE Publicity: Helen Kauper, PL. 3-4000.		7TH FL., 7TH HEAVEN
Monday August 9	FRANKLIN SIMON & CO. Franklin Simon will open their college shop on Monday, August 9, and will have a fashion show on Thursday, August 12 (time to be announced later). Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Monday August 9	MARTIN'S (BROOKLYN) There will be a college fashion show Wednesday, August 25. (See announcement below.) Publicity: Kay Connelly, TR. 5-3100, Ext. 350.		5TH FLOOR
Wednesday August 11 2:30 P.M.	B. ALTMAN & CO. Showing of college fashions. Open to public. Publicity: Etta Daub, MU. 9-7000.		3RD FLOOR
Saturday August 14 11:00 A.M.	GIMBEL'S College fashion show. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		3RD FLOOR
Monday August 16 9:00 A.M.	SAKS 34TH STREET College fashion show. (Note Change of Date). Open to public. Publicity: Frances Eisner, LA. 4-7000.		3RD FL. SPORTS SHOP
Monday August 16	OPPENHEIM COLLINS (NEW YORK) OPPENHEIM COLLINS (BROOKLYN) Publicity: Evelyn Mandl, WI. 7-8200.		3RD FLOOR 2ND FLOOR
Tuesday August 24 3:00 P.M.	SAKS 34TH STREET College fashions for juniors will be shown. (Note Change of Date). Open to public. Publicity: Frances Eisner, LA. 4-7000.		2ND FLOOR, JR.DEPT.

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS (Continued)</u>			
Wednesday August 25 2:30 P.M.	MARTIN'S (BROOKLYN) Presentation of college fashions. Open to public. Publicity: Kay Connelly, TR. 5-3100, Ext. 350.		5TH FLOOR
Saturday August 28 11:00 A.M.	GIMBEL'S Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		5TH FLOOR
Tuesday July 27 3:00 P.M.	FUR PREVIEW FOR FASHION EDITORS Arnheimer, Inc. will present their Fall fur collection of coats, capes, and accessories to the out-of-town and local press at an informal showing. By invitation only. Publicity: Freda Rudd, Forth Miller Associates, MU. 3-6526.	ARNHEIMER, INC.	345 SEVENTH AVENUE 15TH FLOOR
Wednesday July 28 3:00 P.M.- 5:30 P.M.	PREVIEW OF CHRISTMAS GIFT PACKAGES Coty Christmas gift packages and kits of perfumes and cosmetics will be shown to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	730 FIFTH AVENUE
Wednesday July 28 4:00 P.M.	SHOWING OF NEW ACCESSORIES For the first time in America, the Rogar Collection of jewelry, belts, scarfs, fine fabrics, lamps and paintings is being shown to the press and trade. By invitation or by appointment. Contact: John Elliott, MU. 8-4410. Publicity: Charlotte Parker, MU. 8-4410.	THE ROGAR COLLECTION	441 MADISON AVE. 3RD FLOOR
Thursday July 29 9:00 A.M. Breakfast	PRESS PREVIEW OF BEAUTY KITS Presentation of Marie Earle beauty kits and overnight cases to the press at the Hotel Pierre. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MARIE EARLE (730 FIFTH AVENUE)	HOTEL PIERRE ROOM 1
Saturday July 31- August 8	INTERNATIONAL AIR EXPOSITION The Mayor's Committee for the City of New York's Golden Anniversary will present the International Air Exposition at the New York International Airport, Idlewild. General admission: \$1.00 Publicity: Walter Brown, TE. 8-8900.	CITY OF NEW YORK	IDLEWILD AIRPORT
Tuesday August 3 10:00 A.M.	OPENING OF NEW DEPARTMENT Lord & Taylor will open a new department of scaled down clothes for the figure 5' 4" and under, to be known as the "54 Shop." It will be given over to dresses, suits and coats designed especially for small figures, and there will be an informal showing. By invitation only. Contact: Lyn Atha, WI. 7-3300.	LORD AND TAYLOR	3RD FLOOR
Wednesday August 4 9:30 A.M. Coffee; Brioche	PRESS SHOWING OF FALL DRESSES "Nelly Dons Can Go Anywhere" will be the theme of a press showing of Fall dresses by Nelly Don. Attendance by invitation. Publicity and promotion: Sara Pennoyer, at Nelly Don, Kansas City, Missouri.	NELLY DON	HOTEL PIERRE BALLROOM FOYER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 3 4:00 P.M. Cocktails	FALL BUDGET MILLINERY FASHION PRESENTATION The following budget milliners will show their hats: Barbara Bretton, Beachurst Hats, Biltmore Hats, Bobsom Hats, Brae-Burn Hats, Chesterfield Hats, Debway, Ermos, Etta-Leen, Abe Fagen, Juno Hats, Kanvin Hat Co., Kenmont Hat Co., Lanrose, Robin, Royal Maid, Ruby Art, Salfair, Sally-Mar, Scheer Bros., Stately Made, Tone-Craft, Work & Levine, Wellow Hat Co. By invitation only. Publicity: Mary Kelley, Millinery Fashion Bureau, LO. 4-2244.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Monday August 9 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall millinery collection to the fashion press at cocktails. Attendance by invitation. Publicity: Leonard MacBain, BO. 3-3490.	CESAR RUBIO	40 EAST 50TH STREET SALON
Wednesday August 18 2:30 P.M.	PRESS PREVIEW: READY- TO-WEAR FASHIONS Showing of Stein & Blaine's ready-to-wear Fall fashions, designed by Harriette Harra. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	STEIN & BLAINE	15 WEST 57TH STREET SALON
August 19	NATIONAL AVIATION DAY (Thursday).		
Monday August 23- Sept. 19	GOLDEN JUBILEE FASHION SHOW New York's fashion industries will be dramatized as a major part of the Golden Jubilee Celebration. Representatives from the various apparel textile and allied fields are serving on a planning committee to work with Grover Whalen, Chairman of the Mayor's Committee. Fashion Show Committee Chairman: Samuel L. Deitsch of Deitsch, Wersba & Coppola. Fashion Coordinator: Eleanor Lambert. (More details later.) Publicity for Mayor's Committee: Walter Brown or Walter Blood, TE. 8-8900.	CITY OF NEW YORK	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
Friday August 27 11:00 A.M.	INTRODUCTION OF NEW GIRL SCOUT UNIFORM Mainbocher has designed a new Girl Scout uniform, which will be introduced to the press. Attendance by invitation only. Mainbocher Publicity: Eleanor Lambert, PL. 5-8580. Publicity for Girl Scouts: Mrs. Ely Maxwell, MU. 2-2505.	MAINBOCHER; GIRL SCOUTS OF AMERICA	ESSEX HOUSE
Wednesday Sept. 1 2:30 P.M.	PRESS SHOWING: FALL CUSTOM FASHIONS Alice Orovan will present a preview of her Fall custom fashions. Attendance by invitation only. Contact: Mary Lee, EL. 5-6416.	ALICE OROVAN	785 FIFTH AVENUE SALON
Thursday Sept. 2 9:00 A.M. Breakfast	PREVIEW OF FASHIONS AT BREAKFAST Semi-annual breakfast for the fashion press by Macy's, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 6	LABOR DAY (Monday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS</u>			
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.			
Tuesday August 31	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER PL. 3-4000
Wednesday Sept. 1	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ CI. 7-7200
Tuesday Sept. 7	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JOAN STAFFORD CI. 7-4300
Wednesday Sept. 8	<u>FIRA BENENSON</u> At 11:00 A.M.	37 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF PL. 3-7300
Thursday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON CI. 7-1100
Thursday Sept. 9	<u>BONWIT TELLER</u> At 12:00 Noon	721 FIFTH AVE. (Buffet Luncheon)	PUBL.: CAROLYN HAIGHT EL. 5-6800
Thursday Sept. 9	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M. --	691 FIFTH AVE. Designed by Castillo	PUBL.: ELIZABETH MACKINTOSH PL. 3-3410
Wednesday Sept. 15	<u>OLDRIC ROYCE</u> At 11:00 A.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER EL. 5-4248

Thursday
Sept. 9
1:00 P.M.
Luncheon

FUR FASHIONS AT LUNCHEON SHOW

JAECKEL, INC.
(10 EAST 57)

ST. REGIS HOTEL
ROOF

Jaeckel will present fur fashions for Fall and Winter at a luncheon show. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaeckel contact: PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

Monday
Sept. 13
1:00 P.M.
Luncheon

LUNCHEON FASHION PRESENTATION

THE TAILORED WOMAN

ST. REGIS HOTEL
ROOF

The Tailored Woman will show new fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

Monday
Sept. 13
4:00 P.M.
Cocktails

PRESS SHOWING OF CUSTOM FURS

ACKERMAN-BLATT

60 EAST 56TH STREET
SALON

Preview of custom furs for Fall and Winter by Ackerman-Blatt. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 13	SCHOOLS OPEN IN MOST COMMUNITIES.		
Tuesday Sept. 14 1:00 P.M. Luncheon	GOWNS AND MILLINERY AT LUNCHEON SHOWING Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Press by invitation. Public by reservation. Contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Publicity: Madeleine Riordan, RE. 4-5900.	D'LAURENCE ROTH; MARY GOODFELLOW	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Ready-to wear fashions by Gunther will be presented during luncheon. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, RE. 4-5900.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL AND WINTER FASHION PREVIEW Showing of Fall and Winter fashions by Arnold Constable at luncheon. Press by invitation. Public by reservation; contact: "Frank," headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 16 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MACY'S NEW YORK	HOTEL PLAZA
Monday Sept. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's annual Fall fashion showing of spectator sports and junior clothes. Press by invitation. Public by reservation; For reservations, contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Thursday Sept. 23 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Presentation of fashions by Milgrim at luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation; contact: EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER	WALDORF-ASTORIA STARLIGHT ROOF

MUSIC...MOVIES...THEATRES...TELEVISION

- Friday
July 23
9:15 P.M. **ACCESSOVISION SHOW ON TELEVISION** **STATION WNBT**
The "Accessovision" show presented by Ann R. Silver on July 19 at the Hotel Pierre for Aris, Coro, Criterion and Glentex will be televised over Station WNBT. "Accessovision" Publicity: Ann R. Silver Associates, MU. 7-8654. WNBT Publicity: Allen Kalmus, CI. 7-8300.
- Monday
July 26 **PREMIERE: "THE BABE RUTH STORY" (Movie)** **ASTOR THEATRE, B'WAY & 45TH ST.**
Allied Artists Production based on the book, "The Babe Ruth Story," by Bob Considine. Cast features William Bendix, Claire Trevor, Charles Bickford, Sam Levene, Fred Lightner, Gertrude Niesen. Produced and directed by Roy Delruth. Costumes: Lorraine MacLean. Publicity: Louis S. Lifton, CI. 7-2700, Ext. 1716.
- Monday
July 26 **SEVENTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM**
Monday, July 26 & Tuesday, July 27: Program: "La Tosca" with Eleanor Steber, Louis Roney, John Brownlee. Dimitri Mitropoulos conducting.
Wednesday, July 28: All orchestral program. Enrico Leide conducting.
Thursday, July 29: Soloists: Carroll Glenn, Violinist, and Eugene List, Pianist. All-Tchaikovsky Program. Enrico Leide conducting.
Saturday, July 31: Dance Program: Alicia Markova, Anton Dolin, Ana Ricarda. Richard Korn conducting.
Publicity: Margaret Hartigan, CI. 6-4462.
- Wednesday
July 28 **GLORIA SWANSON HOUR ON TELEVISION** **STATION WPIX, CHANNEL 11**
The program is divided into four sections: "Glamour on a Budget," featuring two-piece dresses for the career girl; "High Fashion Trends," featuring a gown especially designed by Valentina for diamonds from Cartier; "Beauty Salon," featuring Harold Sibner; and "Chef's Holiday," with a guest chef. Guest celebrity: Paula Laurence. Directed by Dick Rose. Fashion Coordinator: Kay Bardsley, WPIX, MU. 2-1234.
- Thursday
July 29 **PREMIERE: "A DATE WITH JUDY" (Movie)** **RADIO CITY MUSIC HALL, 6TH AVE. AT 50**
Metro-Goldwyn-Mayer's Technicolor musical dramatizing a teen-ager and her family. Starring Wallace Beery, Jane Powell, Elizabeth Taylor. Directed by Richard Thorpe; produced by Joe Pasternak. Costumes by Helen Rose. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday
July 29 **PREMIERE: "ON AN ISLAND WITH YOU" (Movie)** **CAPITOL THEATRE, B'WAY & 51ST**
Metro-Goldwyn-Mayer Technicolor release starring Esther Williams, Peter Lawford, with Jimmy Durante, Cyd Charisse, Montalban, Xavier Cugat's orchestra. Musical romance set in Florida, centering around a movie company on location. Producer: Joe Pasternak. Director: Richard Thorpe. Costumes by Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Tuesday
August 3 **PREMIERE: "BEYOND GLORY" (Movie)** **PARAMOUNT THEATRE, B'WAY & 43RD ST.**
Paramount production of the William Wister Haines story set at West Point and concerning a World War II hero with a guilt complex. Starring Alan Ladd, Donna Reed, George Macready. Produced by Robert Fellows; directed by John Farrow. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.
- Wednesday
August 4 **PREMIERE: "THE WALLS OF JERICHO" (Movie)** **ROXY THEATRE, 7TH AVE. & 50TH ST.**
Twentieth Century Fox film of small-town life in Jericho, Kansas. Starring Cornel Wilde, Linda Darnell, Anne Baxter, Kirk Douglas. Director: John M. Stahl. Producer: Lamar Trotti. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3320.